iOS 7 Tech Talks 2013

San Francisco New York Tokyo Shanghai Berlin London

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

App Developer Day Kickoff

John Geleynse
Senior Director Technology Evangelism
Apple Inc.

geleynse@apple.com

These are confidential sessions—please refrain from streaming, blogging, or taking pictures

Welcome!

Great day planned for you!

Significant Milestones

700 Million

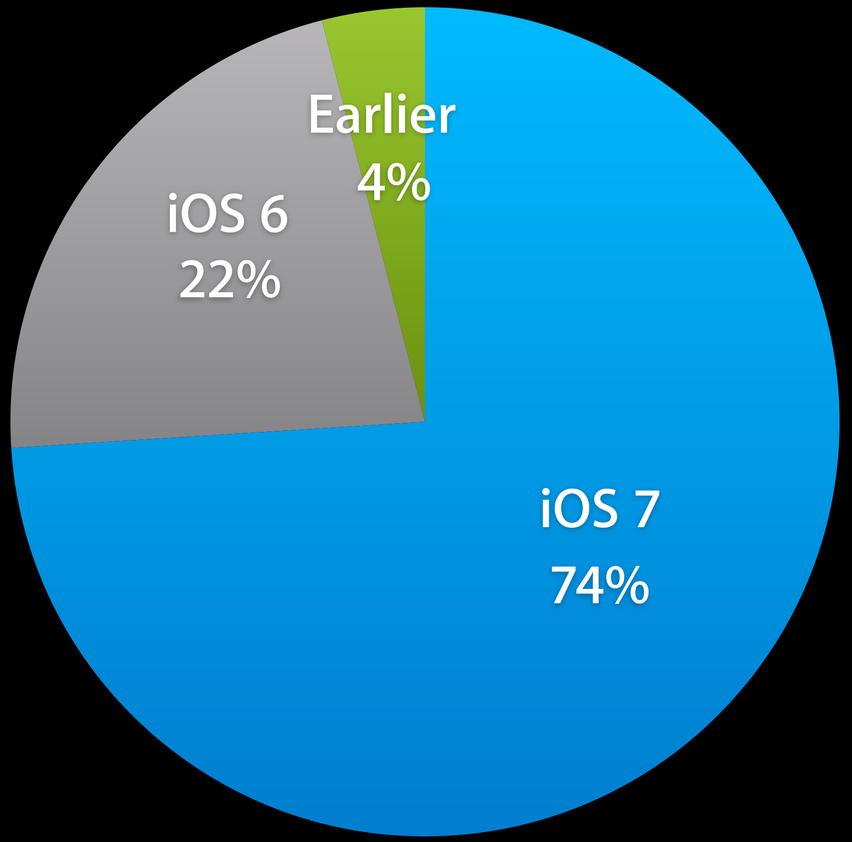
iOS Devices

9:41 AM
100%
Messages
Calendar
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music

9 Million

200 Million

iOS 7 Upgrades



iOS Versions

As measured by the App Store during a 7-day period ending Dec 5, 2013

Faster Enrollment

App Transfer

New App Store Currencies

App Store Short Links

Same Day WWDC Videos

Catalog Reporting

Over-the-Air Download Limit

Free Access to Pre-release Documentation

New WWDC App

OS X Subscriptions

Hosted In-App Purchases

Smart App Banners

Over-the-Air Beta Installs

Custom B2B App Distribution

Minors at WWDC

Expanded Volume Purchase Program

Portal-free Development with Automatic Configuration

Enhanced Sales and Trends

iTunes Connect Mobile 2.0

Increased iAd Revenue Share

Kids Category

Faster Enrollment

App Transfer

New App Store Currencies

App Store Short Links

Catalog Reporting

Same Day WWDC Videos

Over-the-Air Download Limit

Free Access to Pre-release Documentation

New WWDC App

OS X Subscriptions

Hosted In-App Purchases

Smart App Banners

Over-the-Air Beta Installs

Custom B2B App Distribution

Minors at WWDC

Expanded Volume Purchase Program

Portal-free Development with Automatic Configuration

Enhanced Sales and Trends

iTunes Connect Mobile 2.0

Increased iAd Revenue Share

Kids Category

Faster Enrollment

App Transfer

New App Store Currencies

App Store Short Links

Same Day WWDC Videos

Catalog Reporting

Over-the-Air Download Limit

Free Access to Pre-release Documentation

New WWDC App

OS X Subscriptions

Hosted In-App Purchases

Smart App Banners

Over-the-Air Beta Installs

Custom B2B App Distribution

Minors at WWDC

Expanded Volume Purchase Program

Portal-free Development with Automatic Configuration

Enhanced Sales and Trends

iTunes Connect Mobile 2.0

Increased iAd Revenue Share

Kids Category

Faster Enrollment

App Transfer

New App Store Currencies

App Store Short Links

Same Day WWDC Videos

Catalog Reporting

Over-the-Air Download Limit

Free Access to Pre-release Documentation

New WWDC App

OS X Subscriptions

Hosted In-App Purchases

Smart App Banners

Over-the-Air Beta Installs

Custom B2B App Distribution

Minors at WWDC

Expanded Volume Purchase Program

Portal-free Development with Automatic Configuration

Enhanced Sales and Trends

iTunes Connect Mobile 2.0

Increased iAd Revenue Share

Kids Category

Faster Enrollment

App Transfer

New App Store Currencies

App Store Short Links

Same Day WWDC Videos

Catalog Reporting

Over-the-Air Download Limit

Free Access to Pre-release Documentation

New WWDC App

OS X Subscriptions

Hosted In-App Purchases

Smart App Banners

Over-the-Air Beta Installs

Custom B2B App Distribution

Minors at WWDC

Expanded Volume Purchase Program

Portal-free Development with Automatic Configuration

Enhanced Sales and Trends

iTunes Connect Mobile 2.0

Increased iAd Revenue Share

Kids Category

Faster Enrollment

App Transfer

New App Store Currencies

App Store Short Links

Same Day WWDC Videos

Catalog Reporting

Over-the-Air Download Limit

Free Access to Pre-release Documentation

New WWDC App

OS X Subscriptions

Hosted In-App Purchases

Smart App Banners

Over-the-Air Beta Installs

Custom B2B App Distribution

Minors at WWDC

Expanded Volume Purchase Program

Portal-free Development with Automatic Configuration

Enhanced Sales and Trends

iTunes Connect Mobile 2.0

Increased iAd Revenue Share

Kids Category

Faster Enrollment

App Transfer

New App Store Currencies

App Store Short Links

Same Day WWDC Videos

Catalog Reporting

Over-the-Air Download Limit

Free Access to Pre-release Documentation

New WWDC App

OS X Subscriptions

Hosted In-App Purchases

Smart App Banners

Over-the-Air Beta Installs

Custom B2B App Distribution

Minors at WWDC

Expanded Volume Purchase Program

Portal-free Development with Automatic Configuration

Enhanced Sales and Trends

iTunes Connect Mobile 2.0

Increased iAd Revenue Share

Kids Category

Faster Enrollment

App Transfer

New App Store Currencies

App Store Short Links

Same Day WWDC Videos

Catalog Reporting

Over-the-Air Download Limit

Free Access to Pre-release Documentation

New WWDC App

OS X Subscriptions

Hosted In-App Purchases

Smart App Banners

Over-the-Air Beta Installs

Custom B2B App Distribution

Minors at WWDC

Expanded Volume Purchase Program

Portal-free Development with Automatic Configuration

Enhanced Sales and Trends

iTunes Connect Mobile 2.0

Increased iAd Revenue Share

Kids Category

Faster Enrollment

App Transfer

New App Store Currencies

App Store Short Links

Same Day WWDC Videos

Catalog Reporting

Over-the-Air Download Limit

Free Access to Pre-release Documentation

New WWDC App

OS X Subscriptions

Hosted In-App Purchases

Smart App Banners

Over-the-Air Beta Installs

Custom B2B App Distribution

Minors at WWDC

Expanded Volume Purchase Program

Portal-free Development with Automatic Configuration

Enhanced Sales and Trends

iTunes Connect Mobile 2.0

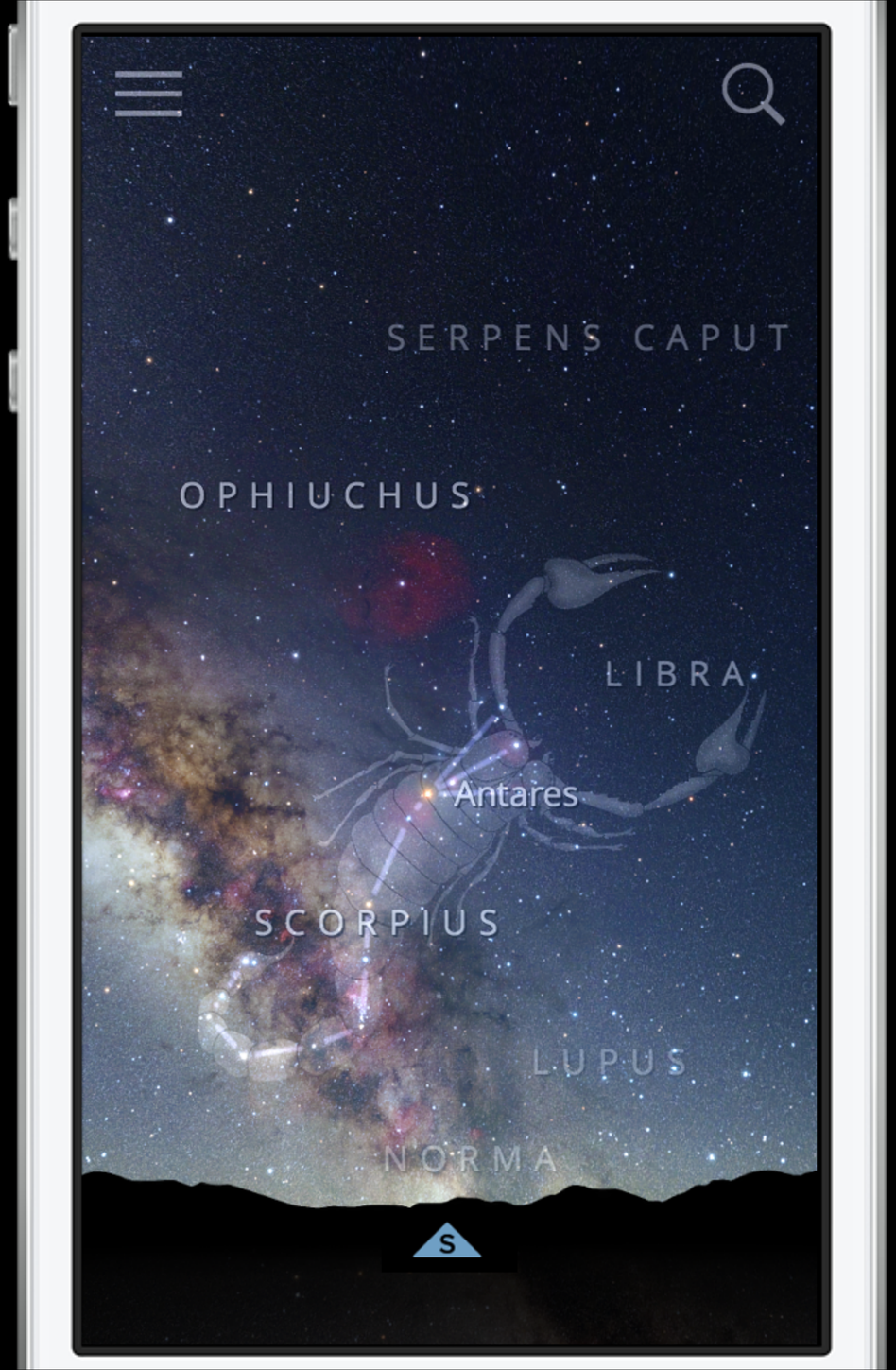
Increased iAd Revenue Share

Kids Category

Next Generation Platform

9:41 AM
3 of 13
OLYMP
AUSTRA
1:59
Painful Like
Austra - Olympia (Bonus Track Ver
Repeat
Create
9:41 AM
Inbox (4)
100%
From: Fritz Ogden
To: Mieko Haire
Hide
Say "cheese"
September 10, 2013 at 9:40 AM
Wow, that weekend flew by. Way too short. But I got a lot of great photos. Send me yours and I'll put them together in an album. In the meantime, here's a good one of Ken and Angela in front of the infamous blue wall.
9:41 AM
100%
Messages
Calendar
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music
9:41 AM
100%
Messages
Erica
Contact
Definitely.
In fact, you might recognize one of them.
Who is it?
Remember Tasha? She lived on our floor freshman year.
No way!
Way. And we were just talking about you.
iMessage
Send
9:41 AM
100%
Power Trip (feat. Miguel)
Cole - Born Sinner (Deluxe Version)
-3:00
AirDrop
AirPlay

New Apps Every Day…



Sky Guide

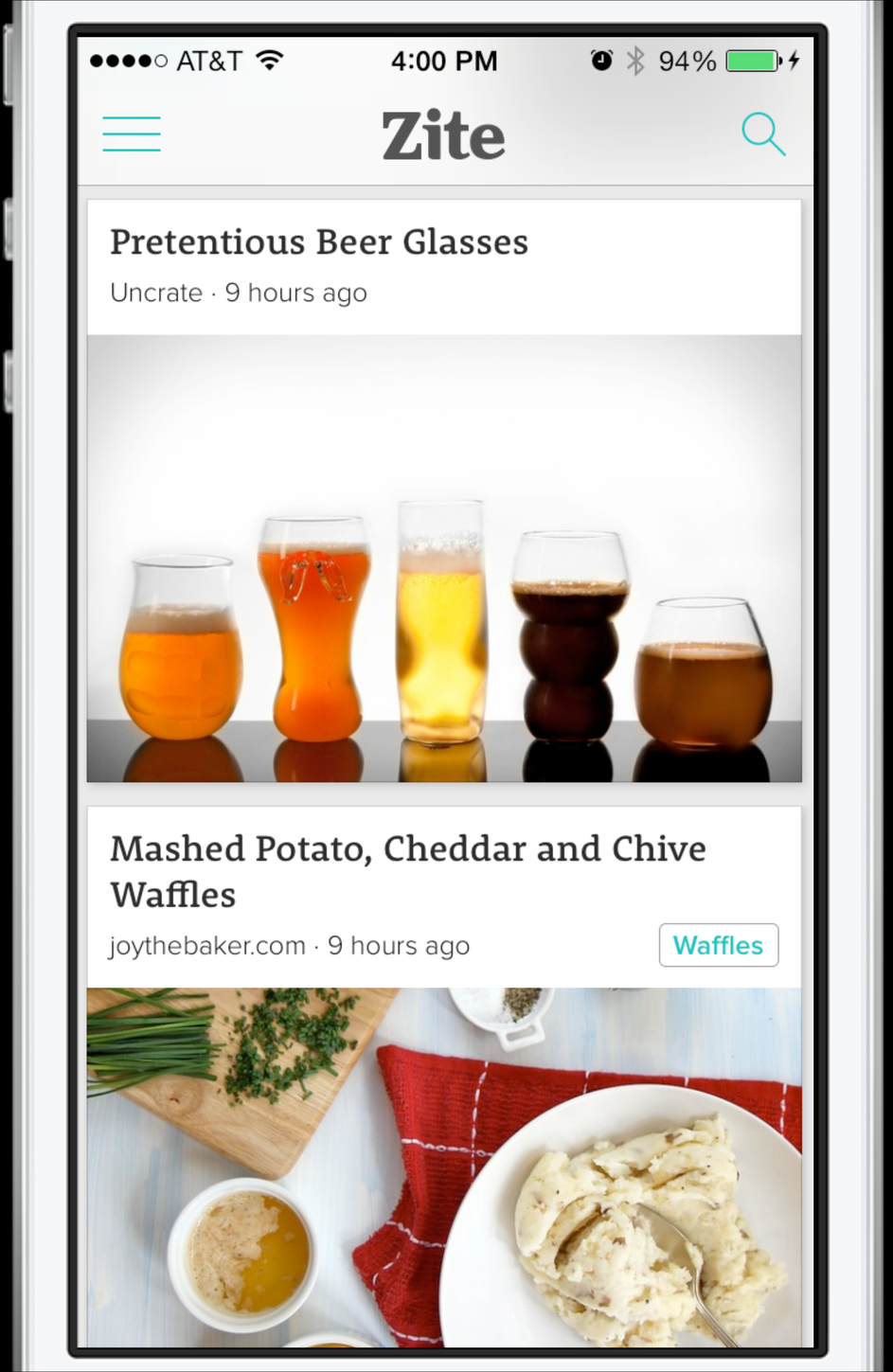
Fifth Star Labs LLC

Beautiful stargazing app

Translucency

Parallax within articles

Dynamic type



Zite

Zite, Inc.

Intelligent magazine

Clean design

Improved legibility

Larger photos

Subtle motion effects

iOS 7 gesture support

Just.me

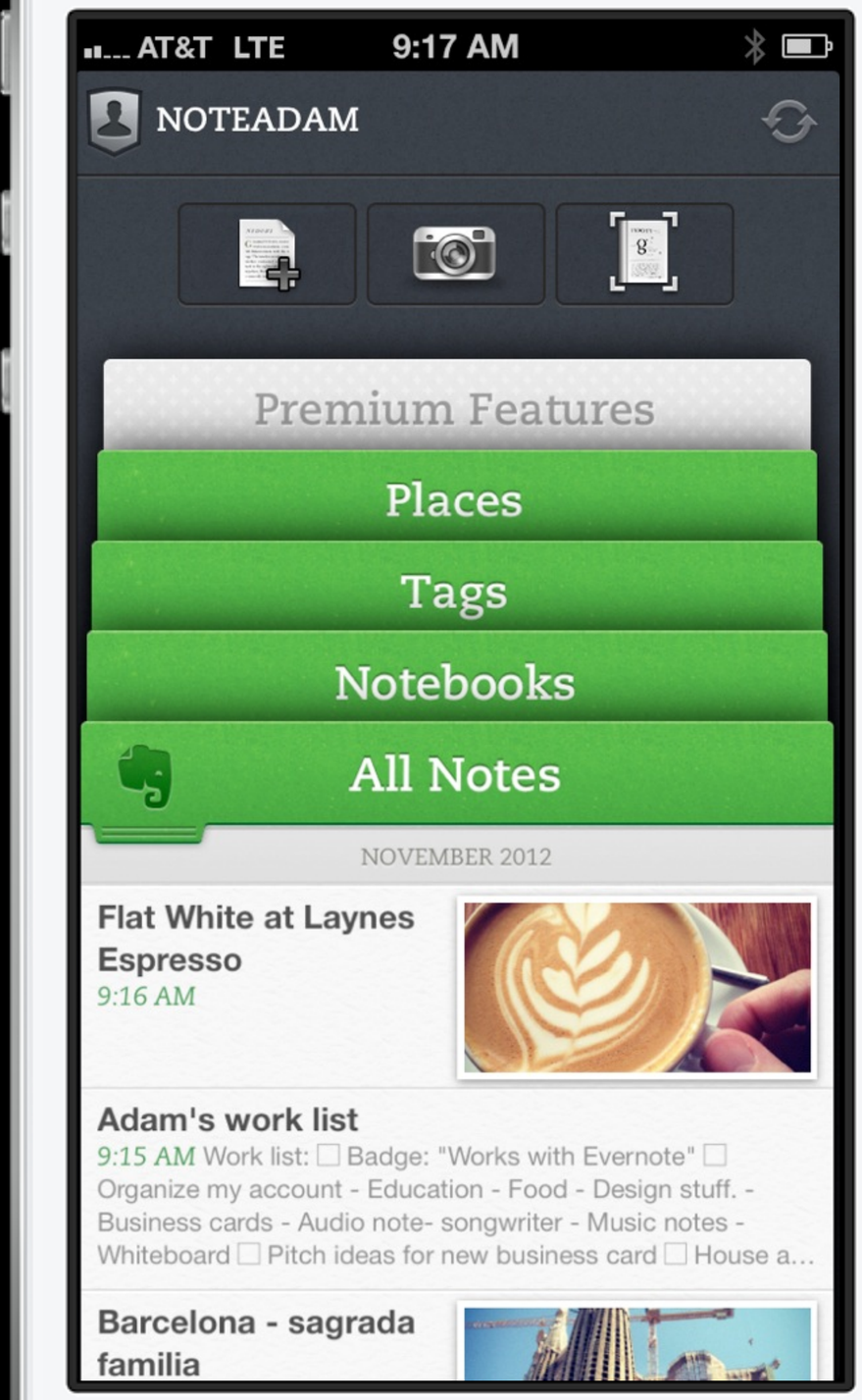
Just.me.

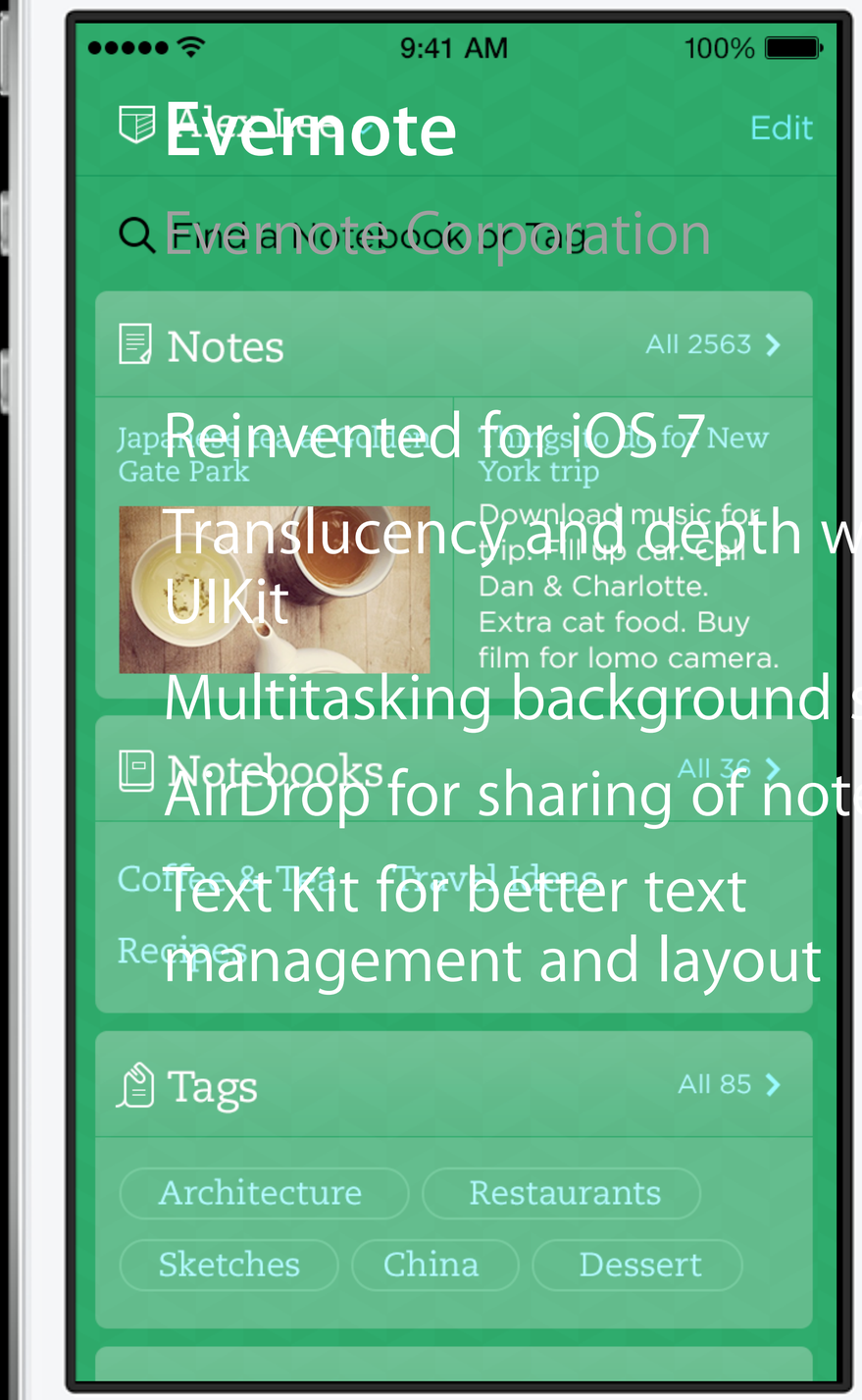
Social app

Removed visual extras

Enlarged text

Edge-to-edge photos


AT&T LTE
9:17 AM
NOTEADAM
Premium Features
Places
Tags
Notebooks
All Notes
NOVEMBER 2012
Flat White at Laynes Espresso
9:16 AM
Adam's work list
9:15 AM Work list: Badge: "Works with Evernote" Organize my account - Education - Food - Design stuff. - Business cards - Audio note- songwriter - Music notes - Whiteboard Pitch ideas for new business card House a...
Barcelona - sagrada familia



Evernote

Evernote Corporation

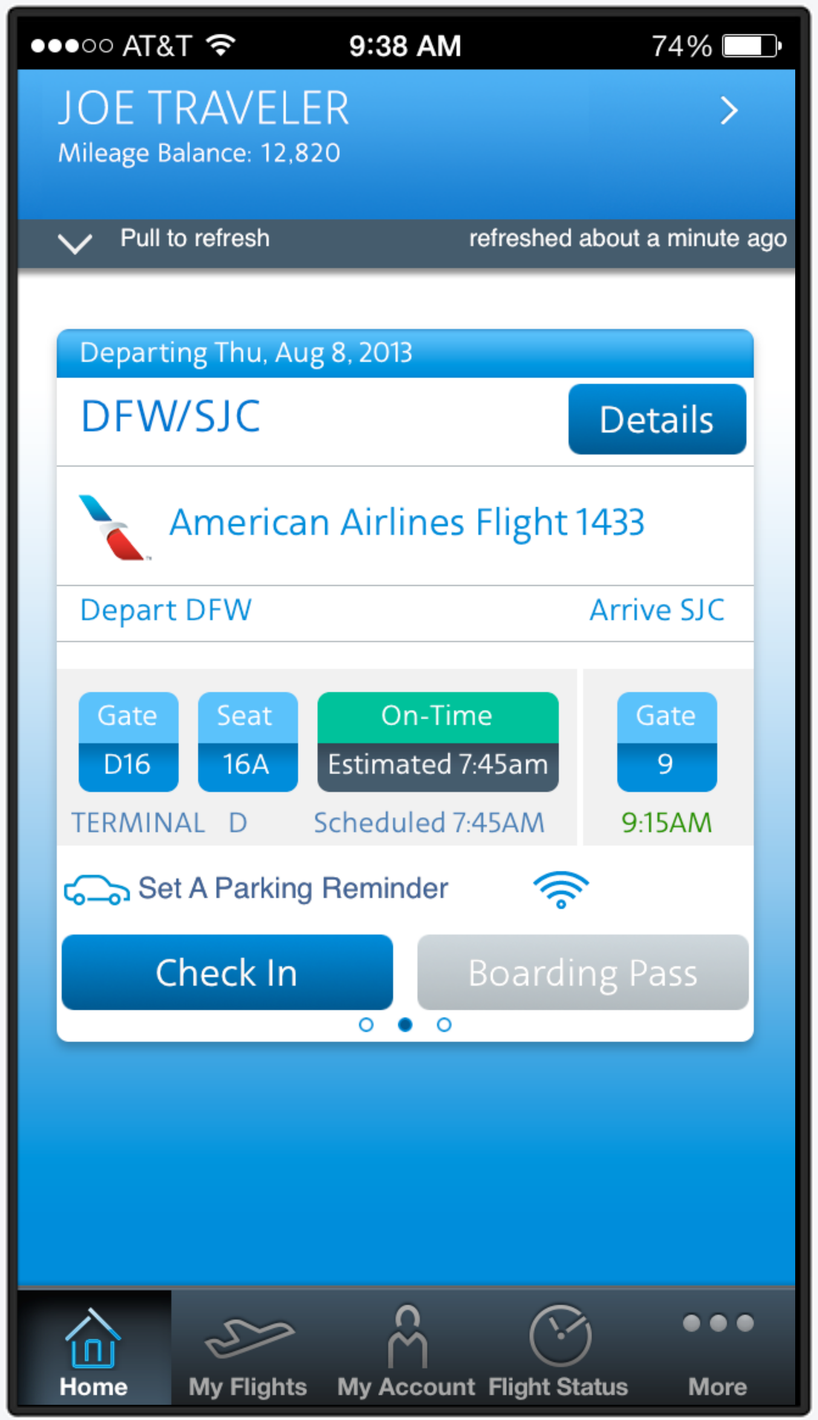
Reinvented for iOS 7

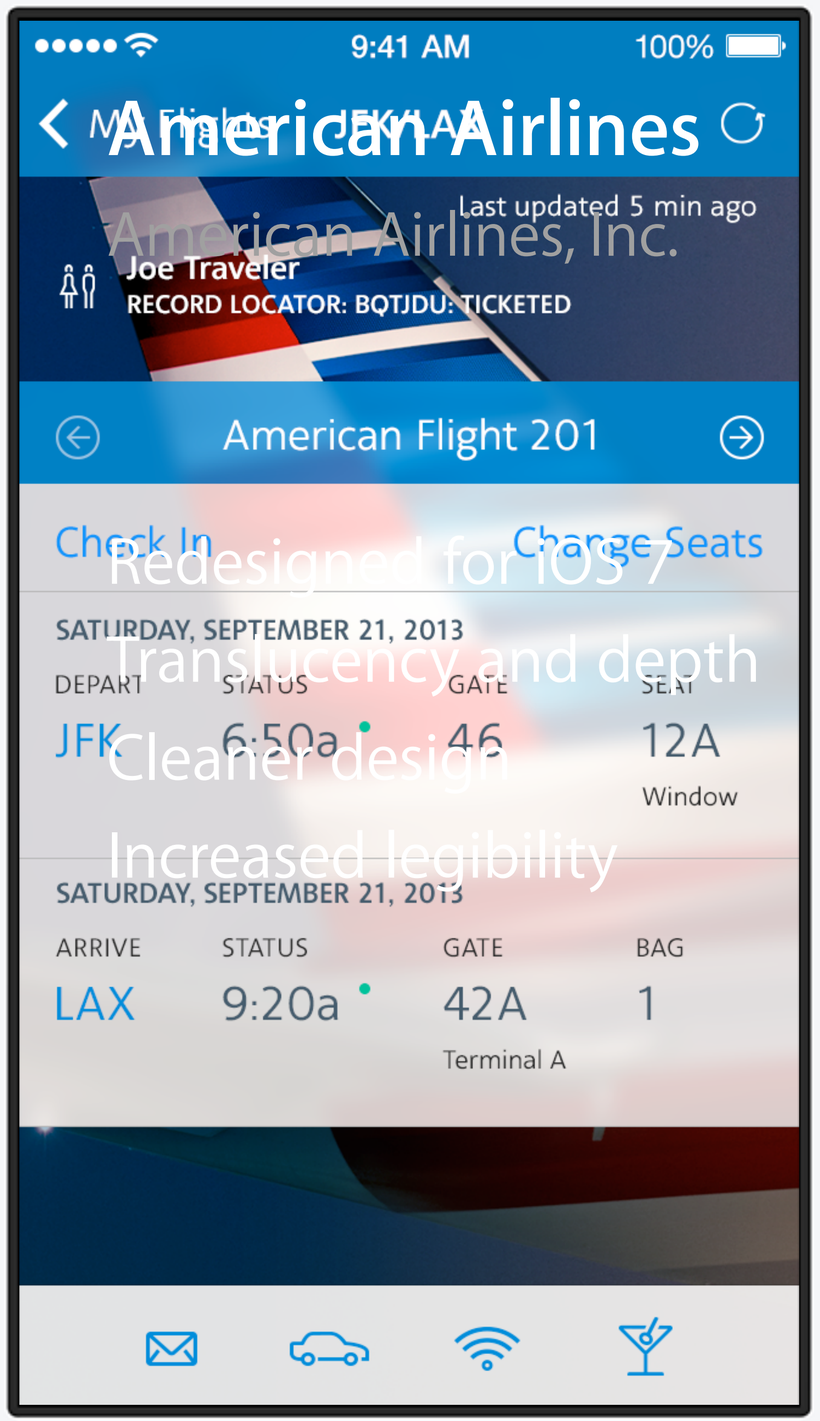
Translucency and depth with UIKit

Multitasking background sync

AirDrop for sharing of notes

Text Kit for better text management and layout


AT&T
9:38 AM
74%
JOE TRAVELER
Mileage Balance: 12,820
Pull to refresh
refreshed about a minute ago
Departing Thu, Aug 8, 2013
DFW/SJC
Details
American Airlines Flight 1433
Depart DFW
Arrive SJC
Gate
D16
Seat
16A
On-Time
Estimated 7:45am
Gate
9
TERMINAL D
Scheduled 7:45AM
9:15AM
Set A Parking Reminder
Check In
Boarding Pass
Home
My Flights
My Account
Flight Status
More


9:41 AM
100%
American Airlines
Last updated 5 min ago
American Airlines, Inc.
Joe Traveler
RECORD LOCATOR: BQTJDU: TICKETED
American Flight 201
Check In
Change Seats
Redesigned for iOS 7
Translucency and depth
Cleaner design
Increased legibility
SATURDAY, SEPTEMBER 21, 2013
DEPART
STATUS
GATE
SEAT
JFK
6:50a
46
12A
Window
SATURDAY, SEPTEMBER 21, 2013
ARRIVE
STATUS
GATE
BAG
LAX
9:20a
42A
1
Terminal A

Sky Guide

Zite

Just.me

Evernote

American Airlines

Reeder 2

Fantastical 2

TweetBot 3

Perfect Weather

PCalc

GoBank

Argus

djay 2

HomeSnap
Real Estate

Vimeo

Albumatic

NBC

SnapGuide

OpenTable

TED

9:41 AM
3 of 13
OLYMP
AUSTRA
1:59
Painful Like
Austra - Olympia (Bonus Track Ver
Repeat
Create
9:41 AM
Inbox (4)
100%
From: Fritz Ogden
To: Mieko Haire
Hide
Say "cheese"
September 10, 2013 at 9:40 AM
Wow, that weekend flew by. Way too short. But I got a lot of great photos. Send me yours and I'll put them together in an album. In the meantime, here's a good one of Ken and Angela in front of the infamous blue wall.
9:41 AM
100%
Messages
Calendar
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music
9:41 AM
100%
Messages
Erica
Contact
Definitely.
In fact, you might recognize one of them.
Who is it?
Remember Tasha? She lived on our floor freshman year.
No way!
Way. And we were just talking about you.
iMessage
Send
9:41 AM
100%
Power Trip (feat. Miguel)
Cole - Born Sinner (Deluxe Version)
-3:00
AirDrop
AirPlay

Background push updates

64-bit Architecture

Add to Reading List

Ranking-style leaderboards

Background transfers

Game score signing

Core Motion

UIKit Dynamics

Game Controllers

Dynamic type size

Map snapshots

Expanded Bluetooth LE profile support

3D map view

Guided Access API

Sprite Kit

Multipeer connectivity

Directions API

Text Kit

Silent push notifications

New turn-based game modes

iBeacon

New multitasking APIs

New Core Image filters

Authenticated Game Center players

Geodesic polylines

Motion effects

Map tile overlays

iPad
100%
9:41
Tuesday, October 22
slide to unlock

100%
9:41
Tuesday, September 10
slide to unlock

Ready for Next Generation iOS Apps

Next Generation iOS Apps

Great Apps

Inviting

Innovative

Familiar

State-of-the-art

Connected

Engaging

Social

Enabling

Accessible

Intuitive

Localized

Memorable

Designed

Personal

Valuable

Fit in

Unique

Stand out

Inviting

Innovative

Familiar

State-of-the-art

Connected

Engaging

Social

Enabling

Accessible

Intuitive

Localized

Memorable

Designed

Personal

Valuable

Fit in

Unique

Stand out

Inviting

Innovative

Familiar

State-of-the-art

Connected

Engaging

Social

Enabling

Accessible

Intuitive

Localized

Memorable

Designed

Personal

Valuable

Fit in

Unique

Stand out

Inviting

Innovative

Familiar

State-of-the-art

Connected

Engaging

Social

Enabling

Accessible

Intuitive

Localized

Memorable

Designed

Personal

Valuable

Fit in

Unique

Stand out

Inviting

Innovative

Familiar

State-of-the-art

Connected

Engaging

Social

Enabling

Accessible

Intuitive

Localized

Memorable

Designed

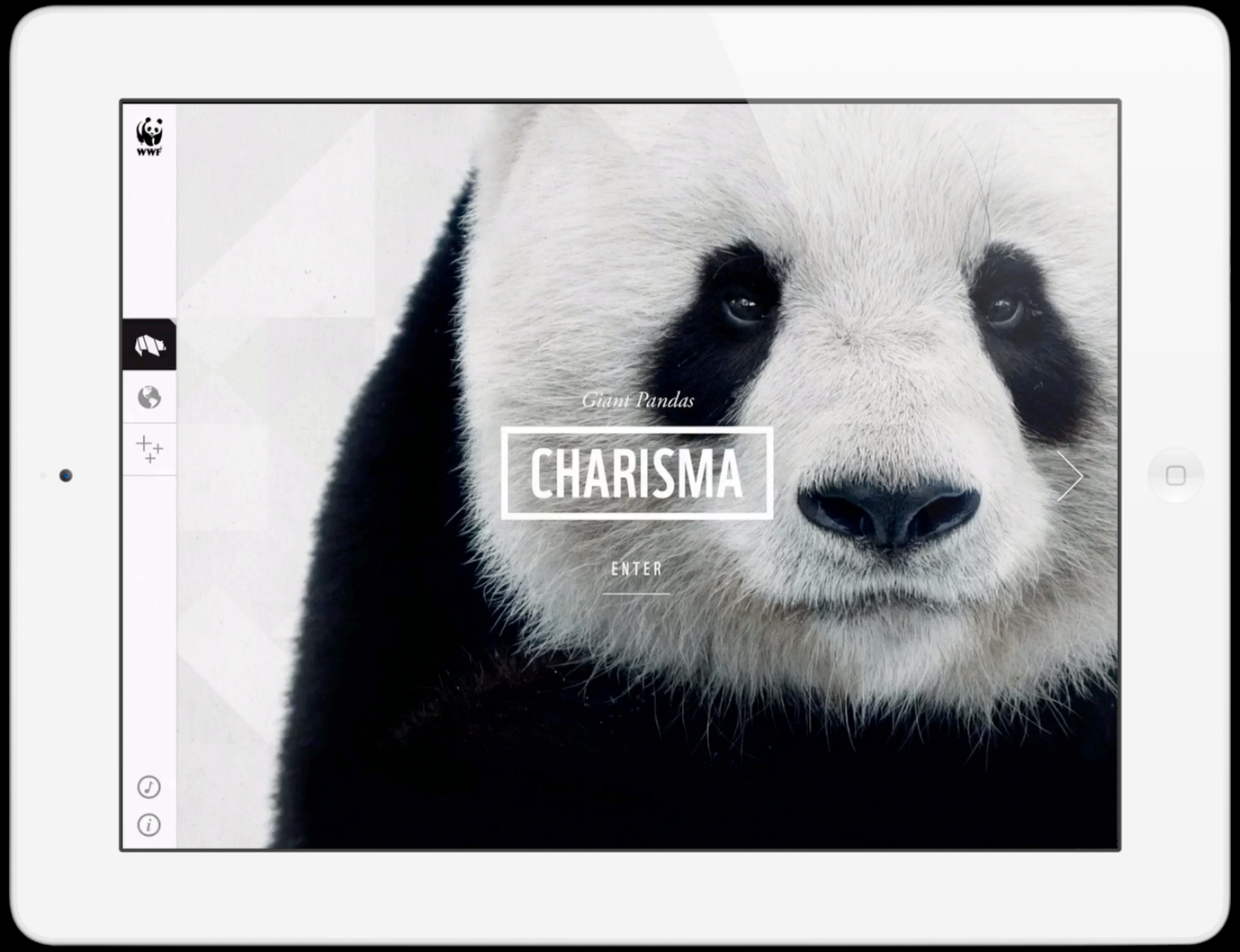
Personal

Valuable

Fit in

Unique

Stand out



Exquisite visual design

Multi-Touch gestures

Immersive interactions

WWF Together

High resolution photography

World Wildlife Fund

Great sound design

Engaging writing

Rich typography

Uses motion, location and OpenGL ES

Amazingly deep and powerful art studio

Procreate

Powerhouse of iOS technologies

Savage Interactive Pty Ltd

State-of-the-art performance

4K x 4K canvas sizes at 60 fps

Core Bluetooth for accessories

Advanced layer management and compositing

KICK
SNARE
HHCLOSED
HHOPEN
Solo
Solo
Solo
Solo

53

National Parks
NATIONAL GEOGRAPHIC

YAHOO!

Inviting

Innovative

Familiar

State-of-the-art

Connected

Engaging

Social

Enabling

Accessible

Intuitive

Localized

Memorable

Designed

Personal

Valuable

Fit in

Unique

Stand out

5

Optimized for 64-Bit

- 64-bit desktop-class architecture
- New CPU, GPU, and Image Signal processor

64-bit

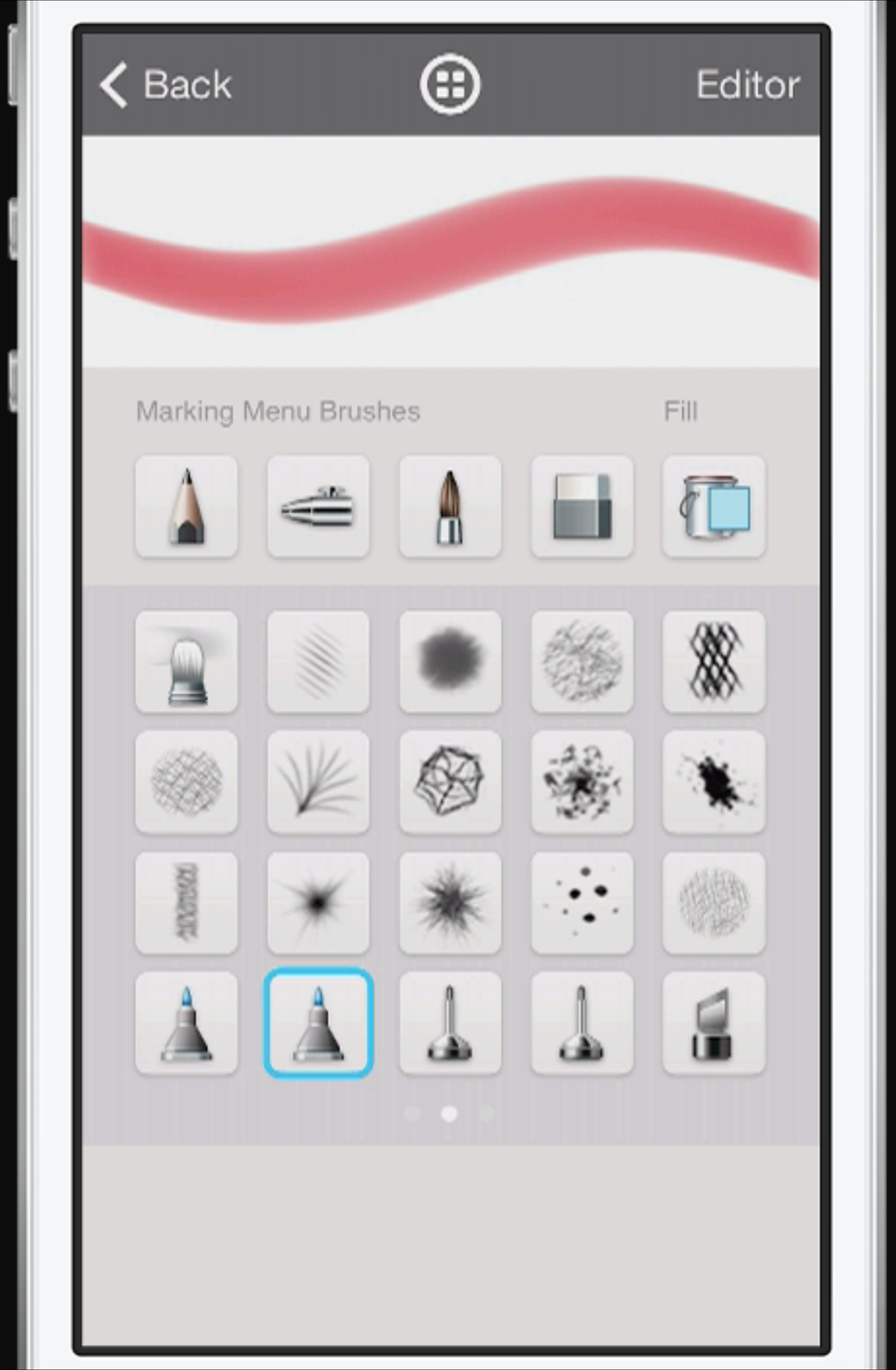
- 2x integer registers
- 2x floating point registers
- More efficient assembly code
- Objective–C runtime optimizations
- Faster performance for both 32-bit and 64-bit apps
- Universal code base
- Built for the future

- 64-bit desktop-class architecture
- New CPU, GPU, and Image Signal processor
- Up to 2x faster CPU

djay 2

Algoriddm

- Extra horsepower is amazing
- Real-time special effects
- New Harmonic Match
- Real-time transposing
- Smooth interface
- Better visual effects



SketchBook Mobile

Autodesk

Heavily CPU bound

2x brush sizes

33% larger canvases

Maintained target frame rate

No performance degredation

- 64-bit desktop-class architecture
- New CPU, GPU, and Image Signal processor
- Up to 2x faster CPU
- Up to 2x faster graphics

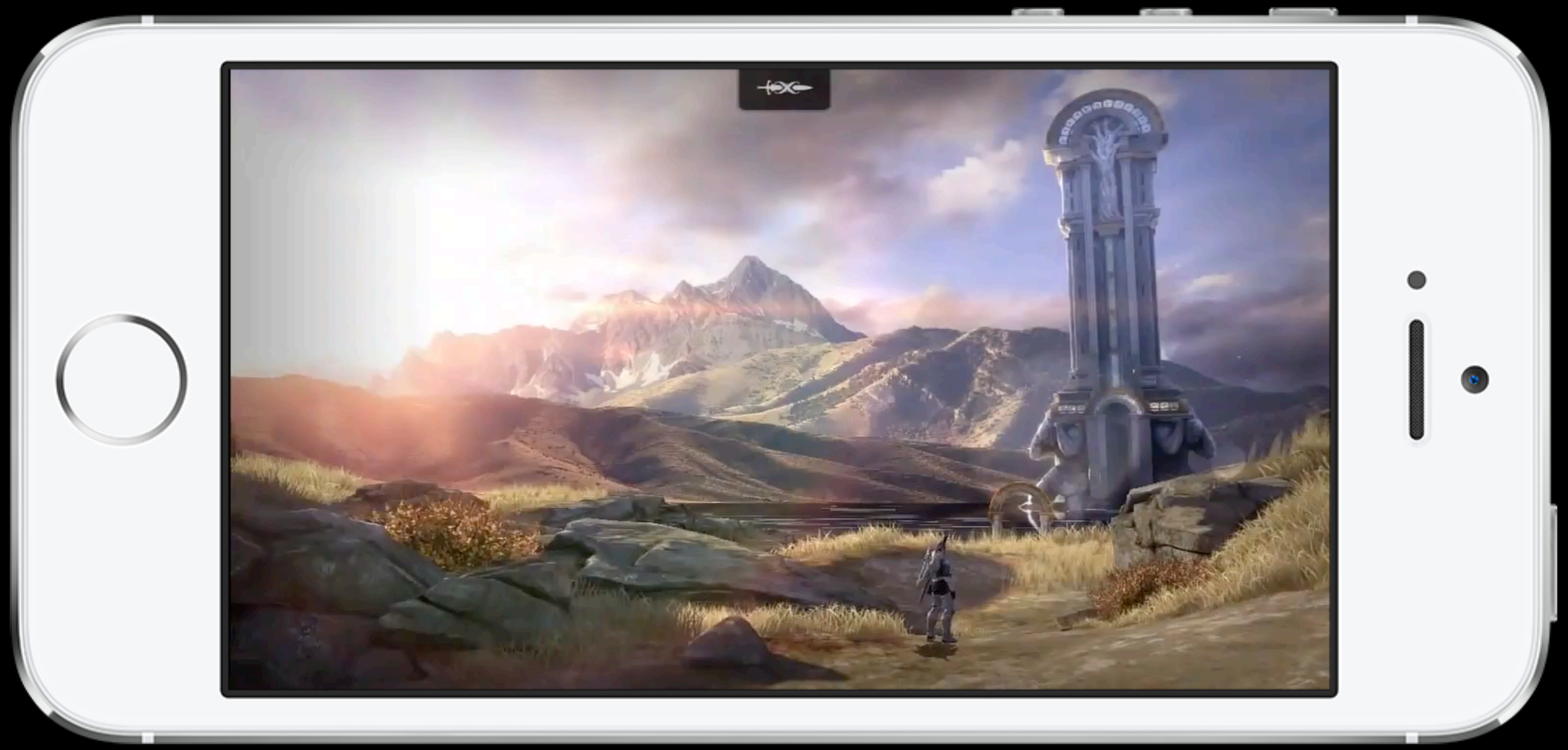
Benefits of a Fast GPU

- Increased graphics fidelity
- Increased frame rates
- Smoother animations
- More realistic lighting and visual effects
- Enables new applications

More Horsepower

Infinity Blade 3

Chair Entertainment Group LLC



- Super high-fidelity graphics
- 4x texture detail
- 4x polygon count
- Maintained frame rates

Optimized for 64-Bit

Motion Aware

W
N
S
E

- Knows when people are walking, running, or driving
- Continuously measures motion
- Adjusts iOS behavior based on motion
- Requires Core Motion framework

Huge power savings

Improved step count accuracy

Argus

No need to continuously check for motion data

Azumio

No need for CPU to calculate distance and steps

AT&T
1:22 PM
100%
START
WALKING
ACTIVATE ARGUS
Start walking to activate Argus. Taking 30 steps should be enough.
Skip

Many Apps Can Benefit

Motion Aware

Location Aware

iBeacon

9:41 AM
100%
Messages
Calendar
Tuesday
10
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music

iBeacon

9:41 AM
100%
Messages
Calendar
Tuesday
10
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music

Millions of iOS devices

- iPod 5th gen
- iPhone 4S (or later)
- iPad 3rd gen (or later)
- iPad mini

5.45
Swipe card
5.45

100%
9:41
Tuesday, September 10
Apple Inc.
iOS 7 Tech Talks
slide to view
slide to unlock

9:41 AM
100%
ATTENDEE
John Geleynse
EVENT
iOS 7 Tech Talks
AGENDA
App Developer Day
DATE
October 8, 2013
spg
Starwood Preferred Guest
Preferred

100%
9:41
Friday, June 7
slide to unlock

9:41 AM
100%
Meet Up
Done
Welcome to our special exhibition at the Louvre Museum. Your tour guide, Mathieu, will meet you at the main entrance.

Location Aware

Motion and Location Awareness

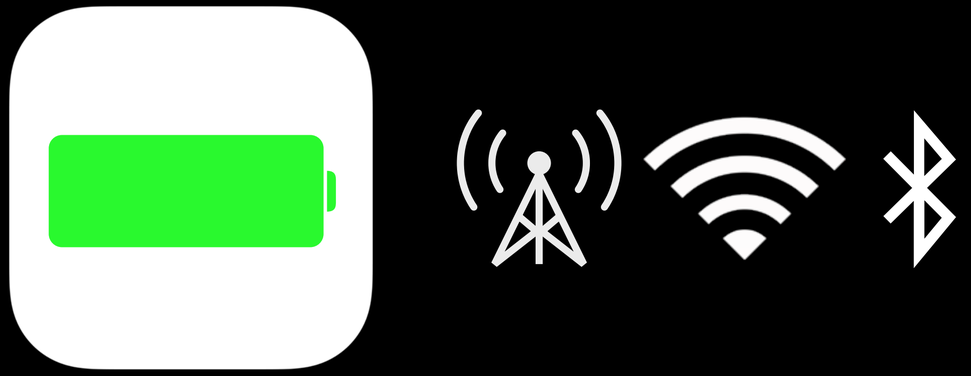
Always Ready

9:41 AM
100%
Messages
Monday
10
Calendar
Photos
Camera
Weather
Clock
280
Maps
Videos
Notes
Reminders
Stocks
Game Center
News
ART
TRAVEL
SPORTS
Newsstand
iTunes Store
App Store
Passbook
W
N
S
E
Compass
Settings
Phone
Mail
Safari
Music

- Intelligent scheduling
- Opportunistic updates
- Push triggers from your server

- Background fetch
- Remote notifications
- Background transfers

Power Smart



- Optimize network access
- Transmit smallest amount needed
- Batch network operations to allow antennas to be powered off

Power Smart

- Use the new Core Motion APIs
- Capture data only when needed
- Query history by date range

Power Smart

- Turn off Location Services when not actively being used
- Use the appropriate location service
- Higher accuracy requires more power

Always Ready

Secure

Passcodes

More users are setting passcodes

Data Protection enabled more often

May impact background operations

Data Protection

Protects data using user's passcode

Keychain items protected by default

Data Protection

- Protects data using user’s passcode
- Keychain items protected by default
- Files protected until first unlock
- Apps need to be aware when running in background

Secure Networking

Use secure encrypted protocols

Hash sensitive data, if possible

Respect user's privacy

Secure

Next Generation iOS Apps

Optimized for 64-Bit

Motion Aware

Location Aware

Always Ready

Secure

Ready for Next Generation iOS Apps

A Full Day Ahead

Apps Day Agenda

09:00	App Developer Day Kickoff
10:00	User Interface Design for iOS Apps
11:00	Architecting Modern Apps, Part 1
12:00	Lunch
12:30	App Store Distribution and Marketing
13:00	Architecting Modern Apps, Part 2
15:00	Integrating iOS 7 Technologies
16:00	Security and Privacy in iOS 7
17:00	Hidden iOS 7 Development Gems
18:00	Reception

Apps Day Agenda

09:00	App Developer Day Kickoff
10:00	User Interface Design for iOS Apps
11:00	Architecting Modern Apps, Part 1
12:00	Lunch
12:30	App Store Distribution and Marketing
13:00	Architecting Modern Apps, Part 2
15:00	Integrating iOS 7 Technologies
16:00	Security and Privacy in iOS 7
17:00	Hidden iOS 7 Development Gems
18:00	Reception

Apps Day Agenda

09:00	App Developer Day Kickoff
10:00	User Interface Design for iOS Apps
11:00	Architecting Modern Apps, Part 1
12:00	Lunch
12:30	App Store Distribution and Marketing
13:00	Architecting Modern Apps, Part 2
15:00	Integrating iOS 7 Technologies
16:00	Security and Privacy in iOS 7
17:00	Hidden iOS 7 Development Gems
18:00	Reception

Apps Day Agenda

09:00	App Developer Day Kickoff
10:00	User Interface Design for iOS Apps
11:00	Architecting Modern Apps, Part 1
12:00	Lunch
12:30	App Store Distribution and Marketing
13:00	Architecting Modern Apps, Part 2
15:00	Integrating iOS 7 Technologies
16:00	Security and Privacy in iOS 7
17:00	Hidden iOS 7 Development Gems
18:00	Reception

Apps Day Agenda

09:00	App Developer Day Kickoff
10:00	User Interface Design for iOS Apps
11:00	Architecting Modern Apps, Part 1
12:00	Lunch
12:30	App Store Distribution and Marketing
13:00	Architecting Modern Apps, Part 2
15:00	Integrating iOS 7 Technologies
16:00	Security and Privacy in iOS 7
17:00	Hidden iOS 7 Development Gems
18:00	Reception

Apps Day Agenda

09:00	App Developer Day Kickoff
10:00	User Interface Design for iOS Apps
11:00	Architecting Modern Apps, Part 1
12:00	Lunch
12:30	App Store Distribution and Marketing
13:00	Architecting Modern Apps, Part 2
15:00	Integrating iOS 7 Technologies
16:00	Security and Privacy in iOS 7
17:00	Hidden iOS 7 Development Gems
18:00	Reception

Apps Day Agenda

09:00	App Developer Day Kickoff
10:00	User Interface Design for iOS Apps
11:00	Architecting Modern Apps, Part 1
12:00	Lunch
12:30	App Store Distribution and Marketing
13:00	Architecting Modern Apps, Part 2
15:00	Integrating iOS 7 Technologies
16:00	Security and Privacy in iOS 7
17:00	Hidden iOS 7 Development Gems
18:00	Reception

Apps Day Agenda

09:00	App Developer Day Kickoff
10:00	User Interface Design for iOS Apps
11:00	Architecting Modern Apps, Part 1
12:00	Lunch
12:30	App Store Distribution and Marketing
13:00	Architecting Modern Apps, Part 2
15:00	Integrating iOS 7 Technologies
16:00	Security and Privacy in iOS 7
17:00	Hidden iOS 7 Development Gems
18:00	Reception

Apps Day Agenda

09:00	App Developer Day Kickoff
10:00	User Interface Design for iOS Apps
11:00	Architecting Modern Apps, Part 1
12:00	Lunch
12:30	App Store Distribution and Marketing
13:00	Architecting Modern Apps, Part 2
15:00	Integrating iOS 7 Technologies
16:00	Security and Privacy in iOS 7
17:00	Hidden iOS 7 Development Gems
18:00	Reception

Apps Day Agenda

09:00	App Developer Day Kickoff
10:00	User Interface Design for iOS Apps
11:00	Architecting Modern Apps, Part 1
12:00	Lunch
12:30	App Store Distribution and Marketing
13:00	Architecting Modern Apps, Part 2
15:00	Integrating iOS 7 Technologies
16:00	Security and Privacy in iOS 7
17:00	Hidden iOS 7 Development Gems
18:00	Reception

All Day Lab

Lots of Apple Experts

Come and Go As Needed

Lab Topics

Design	User Interface Design Audits
Develop	Frameworks - UIKit, Text Kit, Motion Effects App Services - iBeacon, Location, In-App Purchase Dev Tools - Xcode, 64-bit, Instruments Graphics - OpenGL ES, Sprite Kit, Game Center, Game Controllers Core OS - Networking, security, privacy
Deploy	App Review iTunes Connect App Store

Lab Topics

Design	User Interface Design Audits
Develop	Frameworks - UIKit, Text Kit, Motion Effects App Services - iBeacon, Location, In-App Purchase Dev Tools - Xcode, 64-bit, Instruments Graphics - OpenGL ES, Sprite Kit, Game Center, Game Controllers Core OS - Networking, security, privacy
Deploy	App Review iTunes Connect App Store

Lab Topics

Design	User Interface Design Audits
Develop	Frameworks - UIKit, Text Kit, Motion Effects App Services - iBeacon, Location, In-App Purchase Dev Tools - Xcode, 64-bit, Instruments Graphics - OpenGL ES, Sprite Kit, Game Center, Game Controllers Core OS - Networking, security, privacy
Deploy	App Review iTunes Connect App Store

Lab Topics

Design	User Interface Design Audits
Develop	Frameworks - UIKit, Text Kit, Motion Effects App Services - iBeacon, Location, In-App Purchase Dev Tools - Xcode, 64-bit, Instruments Graphics - OpenGL ES, Sprite Kit, Game Center, Game Controllers Core OS - Networking, security, privacy
Deploy	App Review iTunes Connect App Store

Have a great day!

Thank you!